

## **EmployAbility Rally: New labels to build a better bottom-line**

**An open invitation to participate, listen, share and build community**

**Purpose:** *A rally dedicated to updating public perceptions and attitudes towards the capabilities of People with Disabilities.*

**Where:** Arizona State Capitol Mall, 1700 West Washington, Phoenix, Arizona

**When:** October 28, 2010, Exhibitor tables open at 9:00 a.m., Rally speeches begin at 10:00 a.m. to 12:00 p.m.

**Opportunities:** *A slate of local and nationally known speakers from grassroots organizations, business, and government will:*

- Celebrate the transformative power of achieving the American right to decent work and fair treatment.
- Build "Disability Confident" employers by making an effective business case for the advantages of working with this diverse workforce.
- Share the potential of harnessing the largest and most underserved American minority through voter registration, market-specific branding, and innovative product/service creation.
- Bring public attention to the lifespan issues of adults with disabilities associated with work, health care, housing, and community connectedness.
- Move us forward as a more just community that transcends the fears, stigmas and exclusion of relatives, neighbors, and people who have a disability into creating an inclusive society with them as citizens of equal standing.
- Connect your social media/organization sites to the EmployAbility links below and post news from your community to ours that support or promote efforts to improve employment for people with disabilities.

*20 tables/chairs will be arranged around the mall hosting community agencies/businesses that provide employment support/guidance, program materials, voter registration, and other resources for accessing appropriate services and support throughout the rally. Exhibitor space is \$250 per table, with a priority for organizations & businesses having an employment focus.*

### **Community contact:**

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*Twitter:* <http://Twitter.com/EmploymentRally>

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**Opportunities:** *A slate of local and nationally known speakers from grassroots organizations, business, and government will:*

- Visit with exhibitor tables set up around the Mall who provide employment, community services and other related program options for Arizona citizens.
- Celebrate the transformative power of achieving the American right to decent work and fair treatment.
- Build “Disability Confident” employers by making an effective business case for the advantages of working with this diverse workforce.
- Share the potential of harnessing the largest and most underserved American minority through voter registration, market-specific branding, and innovative product/service creation.
- Bring public attention to the lifespan issues of adults with disabilities associated with work, health care, housing, and community connectedness.
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